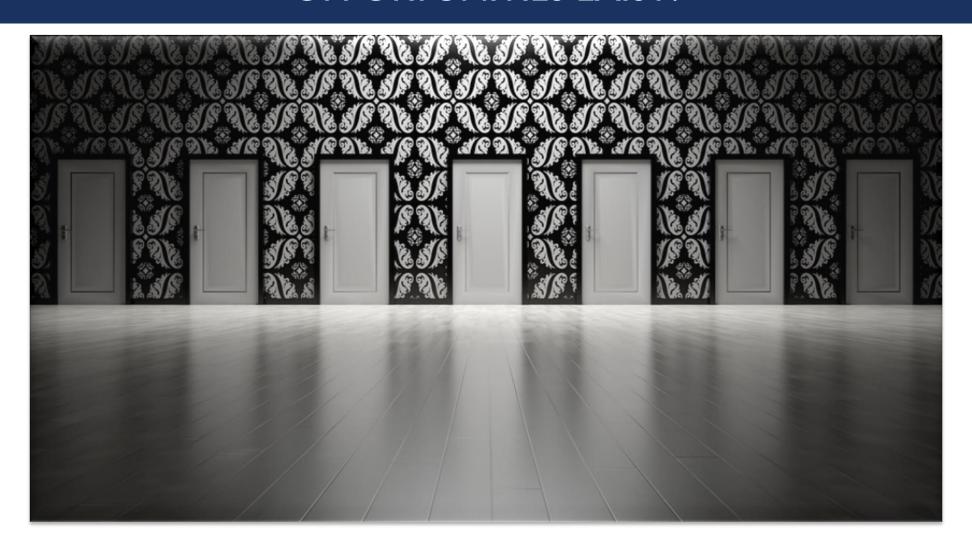
THE POWER OF LIBRARY PARTNERSHIPS TO IMPROVE COMMUNITY HEALTH

ELAINA J. VITALE AND LYDIA N. COLLINS





OPPORTUNITIES EXIST!



THE NATIONAL LIBRARY OF MEDICINE AND THE NATIONAL NETWORK OF LIBRARIES OF MEDICINE



NLM Customer Support









PubMed/MEDLINE

MeSH

UMLS

ClinicalTrials.gov

MedlinePlus

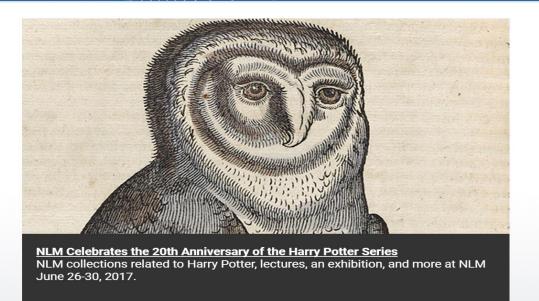
TOXNET

Images from the History of Medicine

Digital Collections

LocatorPlus

All NLM Databases & APIs



Find, Read, Learn

Search biomedical literature

Find medical terminologies

Search NLM collections

Read about diseases

Learn about drugs

Explore history

Find a clinical trial

Use a medical dictionary

Find free full-text articles

Explore NLM

About NI M

Health Information

Library Catalog & Services

History of Medicine

Online Exhibitions & Digital Projects

Information for Publishers

Research at NLM

Human Genome Resources

Biomedical Research & Informatics

Environmental Health & Toxicology

Health Services Research & Public Health

Health Information Technology

NLM for You

Grants & Funding

Meaningful Use Tools

Training & Outreach

National Network of Medical Libraries

Regional Activities

Careers @ NLM

News, Events, Videos



- Funders Reflect on Lessons Learned in Funding International Open Science Prize (08/01/17)
- Jerry Sheehan Appointed Deputy Director of the National Library of Medicine (07/31/17)
- NLM Biomedical Informatics Course to Be Restructured to Help Accelerate

"The National Library of Medicine (NLM), on the campus of the National Institutes of Health in Bethesda, Maryland, has been a center of information innovation since its founding in 1836".

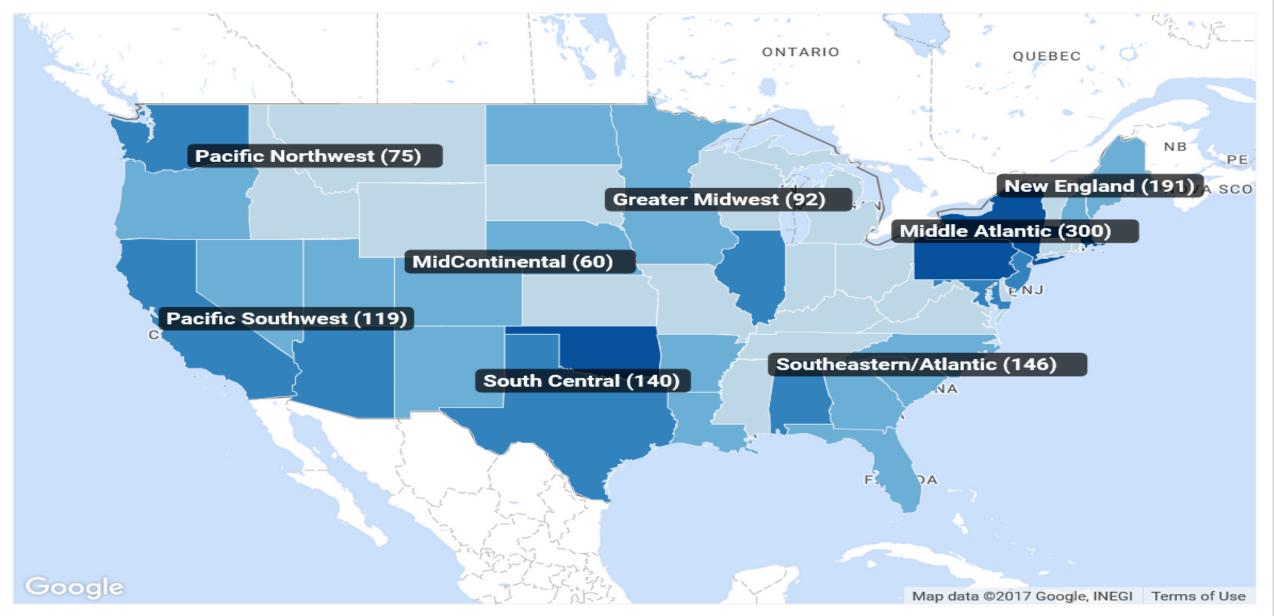
URL for the National Library of Medicine

Regional Medical Libraries

Explore the pinpoints below and learn more about the NNLM Regional Medical Libraries and their respective territories.



NNLM Outreach Activities: Continental USA



Class Descriptions

The NNLM educational program consists of a mix of in-person and online opportunities. The classes listed below may be customized for any audience, Additionally, MAR coordinators are available to discuss your audiences' specific needs and tailor presentations that introduce information resources to address specific demographic, biomedical and health information needs. Contact nnlmmar@pitt.edu to request a class or presentation.

Use the sidebar navigation to view our Training Schedule for upcoming session dates.

Note: Classes that do not include MAR staff in their list of instructors are only available to the Middle Atlantic Region when offered online by another region or office. Look for any of the following instructors:

- · Renae Barger
- Michelle Burda
- Lydia Collins
- Kate Flewelling
- Elaina Vitale

ABCs of DNA: Unraveling the Mystery of Genetics...

Activate, Collaborate, and Educate: Health...

Are You Ready? Essential Disaster Health...

Beyond an Apple a Day: Providing Consumer...

ACRL Research Data Management Roadshow

American Indian Health Information Resources

Augmented Reality, Virtual Reality, & Health

Beyond the SEA Monthly Web Seminar

URL for Class Descriptions

IN THIS SECTION

Overview

Class Descriptions

Training Schedule

Past Presentations

Educational & Print Materials

Other Free Materials

Resource Guides +

₹ FILTER CLASSES

Title

Region/Office

Any -

MAR

SEA

M GMR

NNLM AND PUBLIC LIBRARIES

Free Medline (1997)

Public Libraries Pilot Project (1998)

MedlinePlus Debut 22 Topics (1998)



YOUR LIBRARY CAN BEGIN OUTREACH NOW!



Public Health and Public Libraries

By Amy Carlton | July 1, 2015



Panelists Lydia Collins, Carrie Banks, Christian Minter, and Anita Kinney

ealth literacy is defined in the Affordable Care Act as the ability to obtain, communicate, process, and understand basic health information and services to make appropriate health decisions. Health literacy takes many forms, from understanding the instructions on a prescription bottle or a consent form to knowing when

and how to get a second opinion.

Unfortunately, according to Christian Minter, NLM Associate Fellow at Welch Library, Johns Hopkins University, 36% of adults in the US (87 million people) have basic or below basic health literacy. Low health literacy leads to \$106 to \$236 billion in health care costs annually because of higher use of emergency rooms, longer hospitalizations, and other issues, many of which are preventable.

Minter and her fellow panelists at "Public Health and Public Libraries: Librarians as Health Literacy First Responders" said public librarians are well equipped to respond to this crisis. Libraries can provide the space, technology, and resources to help improve health literacy.



URL for Public Health and Public Libraries (American Libraries, July 2015)

Improving Health Literacy, One Public Library at a Time

Public resources and training programs for librarians

By Lea Radick | October 30, 2015



Marilynn Lance-Robb, branch manager at the Carvers Bay Branch Library in Georgetown, South Carolina, assists a patron with health information.

Photo: Marilynn Lance-Robb

he first thing that Jennifer Davis tells patrons who come to her seeking medical information is not to Google their symptoms. "It's the worst thing you could possibly do," says Davis, director of Hall Memorial Library, which serves the communities of Northfield and Tilton, New Hampshire.

Instead, Davis assists patrons with their health care questions by helping them find information on Medline-Plus, an authoritative, free website where the public can find health information in more than 40 languages.

Although Davis, a former medical librarian, is familiar with health care topics, most public librarians do not

necessarily have a medical background. Still they may be faced with an assortment of health-related questions from the public every day.

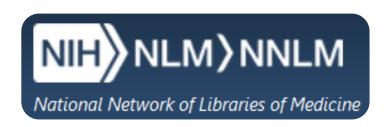
More than 90 million adults in the United States have low health literacy—how well a person can get needed health information and services, and how well he or she understands them—according to the National Library of Medicine (NLM). NLM produces MedlinePlus, a National Institutes of Health (NIH) website that's just one of several consumer health resources available to the public



URL to Improving Health Literacy, One Public Library at a Time (American Libraries, October 2015)

BECAUSE LIBRARIANS KNOW INFORMATION IS THE BEST MEDICINE FOR HEALTHCARE QUESTIONS.





Webinar Title: Libraries Transform: Health Literacy Toolkit

Date: September 14, 2017 @ 2-3 pm EST

Speakers: Amanda J. Wilson (NNLM, NNCO) & Jeff Julian (ALA)

Description: October is Health Literacy Month. The American Library Association (ALA) and the National Network of Libraries of Medicine have created a Health Literacy Month toolkit for the Libraries Transform campaign. Learn about the campaign and how to use the key messages, data and marketing materials to promote health literacy at your library.

NNLM AND THE PUBLIC LIBRARY ASSOCIATION

WHEREVER PUBLIC LIBRARIES ARE WORKING, POSSIBILITY LIVES.

Overall Goal: Increase awareness of public libraries as potential partners for health outreach in their communities and increase their capacity to provide access to quality health information.

- Website for NNLM/PLA Initiative
- PLA Members- NNLM Monthly Email Newsletter
- Public Libraries Online and Public Libraries (Six articles)
- Customizable, digitally available posters and brochures co-branded with PLA and NNLM
- Marketing of CHIS to public libraries
- Development of resources for external stakeholders (government agencies, mental health care providers, social services etc...)

Please note all of these items are forthcoming and will be announced through PLA and NNLM MAR

HEALTH INFORMATION RESOURCES



Search MedlinePlus

GO

About MedlinePlus Site Map FAQs Customer Support

Health Topics

Drugs & Supplements

Videos & Tools

Español



Health Topics

Find information on health, wellness, disorders and conditions



Drugs & Supplements

Learn about prescription drugs, over-the-counter medicines, herbs, and supplements



Videos & Tools

Discover tutorials, health and surgery videos, games, and quizzes



Medical Encyclopedia

Articles and images for diseases, symptoms, tests, treatments



Look up in Dictionary



videos & loois



Share MedlinePlus







How does an inactive lifestyle affect your body?

Find out with our new health topic.

1

2

3

4



Today's Health News

Could Artificial Sweeteners Raise Your Odds for Obesity?

Some Medicines Boost Sensitivity to Sun

Teens Keep Building Bone After They Stop Growing

More health news

Clinical Trials

Search ClinicalTrials.gov for drug and treatment studies

Stay Connected

Sign up for MedlinePlus email updates

(1)

Enter email address

GO

NIH MedlinePlus Magazine

Read the latest issue





Easy-to-Read Materials



Organizations and Directories



Health Information in Multiple Languages



MedlinePlus Connect for EHRs

MEDLINEPLUS MAGAZINE

A quarterly publication of the Friends of the National Library of Medicine.

Get a **free** subscription!

Organizations can order in bulk





The Eyes Have It

HEALTH TIPS Not seeing clearly? Cataracts might be the problem. Like a camera, your eyes rely on a lensthe clear part of the eye that helps to focus light, or an image, on the retina. A cataract is a clouding of the lens in the eye that affects vision. Most cataracts are related to aging. By age 80, more than half of all Americans either have a cataract or have had cataract surgery.

June marks National Cataract Awareness month. The National Eye

Institute (NEI) has helpful resources on the condition, symptoms, and potential treatment options, which have been summarized below.

For resources on cataracts from NEI, including an animation on what a cataract looks like, visit NEI's website.

What are the most common symptoms of a cataract?

- Cloudy or blurry vision. ■ Colors may seem faded.
- Seeing a glare. Headlights, lamps, or sunlight may appear too bright. A halo may appear around lights.
- Poor night vision.
- Double vision or multiple images in one eye. (This symptom may clear as the cataract gets larger.)
- Frequent prescription changes in your eyeglasses or contact lenses.

These symptoms also can signal other eye problems. If you have any of these symptoms, be sure to check with your eye care professional.

Are there different types of cataracts?

Yes. Although most cataracts are related to aging, there are other types

- Secondary cataract. Cataracts can form after surgery for other eye problems, such as glaucoma. Cataracts also can develop in people who have other health problems, such as diabetes. Cataracts are sometimes linked to steroid use.
- Traumatic cataract. Cataracts can develop after an eye injury, sometimes years later.
- Congenital cataract. Some babies are born with cataracts or develop them in childhood, often in both eyes. These cataracts may be so small that they do not affect vision If they do, the lenses may need to

URL for MedlinePlus Magazine

URL for **Single Subscriptions**

URL for Bulk Orders





Home

Patient Materials

Provider Information

A-Z Index

A A A



Search

Patient Materials

Provider Information

Search All



Patient Materials

Find culturally relevant information in multiple languages and formats about health conditions and wellness topics



Provider Information

Discover resources, cultural backgrounders, clinical tools, and guidance about specific immigrant, refugee, and asylee populations



A-Z Index

Browse the entire collection of patient education materials and provider information tools by topic or category



Toxicology Data Network

https://toxnet.nlm.nih.gov/

Search databases on hazardous chemicals, toxic releases, and environmental health, including LactMed and:

- ChemIDplus Chemical Identification & Dictionary provides information on structure, property, and chemical toxicity for over 400,000 chemicals.
- HSDB Hazardous Substances Data Bank with biological and physical data including animal/human toxicity studies on over 5,000 hazardous chemicals.
- DART Developmental and Reproductive Toxicology literature and
- TOXLINE Toxicology Literature Online, with citations from toxicological journals including those in PubMed.

DAILYMED

https://dailymed.nlm.nih.gov/dailymed/

Over 93,000 federally approved prescription drug labels submitted by manufacturers including descriptions, usage, warnings, and patient counseling information.

Dietary Supplement Label Database

https://dsld.nlm.nih.gov/dsld/

This new label database includes information from 50,500 dietary supplement labels for on and off-market drugs. Labels include product information supplement facts and ingredients.



https://medlineplus.gov/

Access patient-oriented online information on over 975 health topics. Click Drugs & Supplements or search by drug name or disease. Other topics include: Drug Safety, Vitamins, Over the Counter Medicines, Pain Relievers, and Herbal Medicine.

Mobile Sites

https://www.nlm.nih.gov/mobile/

Access these drug-related mobile sites

- AIDSinfo
- DailyMed
- Drug Information Portal
- PubMed Mobile
- PubMed for Handhelds
- TOXNET

Drug Information from the NLM

NLM Drug Information Subject Guide https://www.nlm.nih.gov/services/Subject_ Guides/druginformation/

For more information, please visit: https://www.nlm.nih.gov/learn-aboutdrugs.html

Funded in whole or in part with Federal funds from the National Library of Medicine (NLM), National Institutes of Health (NIH), under cooperative agreement No. UG4LM012340 with the University of Maryland, Baltimore. This resource is freely available at:

https://nnlm.gov/training/resources/drugstri.pdf.

Reviewed: January 2017



Drug Information @NLM

The U.S. National Library of Medicine (NLM) provides a variety of informational databases on drugs and herbal supplements.

Portals — search across multiple databases

- Drug Information Portal search across most NLM databases.
- TOXNET focus on toxic chemicals

Drug Label Databases

- DailyMed FDA approved drug labels
- Dietary Supplement Label Database

Drug Information Resources

- AIDSinfo AIDS drug and vaccines
- Clinical Trials Drugs in clinical trials
- LactMed Drugs affecting lactating mothers and breastfed infants
- LiverTox Drug-induced liver injury cases
- MedlinePlus For patients, families, and health consumers.
- Pillbox Pill identifier
- PubChem Chemical information including components of drugs.
- PubMed Article citations
- RXNorm Drug name listing

Health Outreach and Programming

Home

Planning and Evaluation Tools

Creative Tools

NIH and National Health Campaigns

National Health Observances

Health and Science Games

Questions? Contact:



Lydia Collins
Consumer Health Coordinator
(412) 624-1411
lydia@pitt.edu⊠

NNLM Resource Guides

These are NLM resources that can be used to create and locate content for health outreach and programming in your community. Many of NLM's resources provide links into other reliable materials for reputable agencies such as the Center for Disease Control and

Activate, Collaborate and Educate

Welcome to the Resource Guide for the NNLM course, *Activate, Collaborate, and Educate: Health Outreach and Programming in Your Community.* On this Guide you will find information on how to integrate the reliable and freely available health information resources from the National Library of Medicine (NLM) into health outreach and programming at your institution. The games, activity sheets and materials developed are all done based on information found within the National Library of Medicine's health information resources such as MedlinePlus and NIHSeniorHealth. Visit the NNLM MAR <u>Outreach Toolkit</u> to learn ways that we support member outreach initiatives.



URL for Health Outreach and Programming Resource Guide

NHO Awareness Slides

Use the MAR created National Health Observance slideshow at your organization!

MAR has created a PowerPoint slide that provides you with ready-made slides promoting a different NHO each month. If your library/organization has a screen that is used to promote different events, resources and services then you can simply add the NHO slide.



If your library uses traditional bulletin boards, then you can print the colorful and informative NHO slide of your choice and post it for your community members to see. Each slide gives a brief introduction to the NHO that is being observed and also a link to the MedlinePlus health topic page that they can refer to for additional information.

Health Promotion in Your Community Using NHOs

You have an opportunity to help to create a community of health at your library, school, or organization by promoting National Health Observances (NHOs). Even better news for you is that the National Library of Medicine (NLM), National Institutes of Health (NIH), and the Middle Atlantic Region (MAR) are here to help.

As you know NHOs are special days, weeks or months that are devoted to increasing awareness about health and wellness issues. NHOs are generally sponsored by federal government agencies, professional associations or not for profit agencies. Conveniently, health observances remain the same from year to year and provide an opportunity to increase public awareness, and educate the general public about specific health concerns.







The NLM and MAR have some resources that you can use right away to promote NHOs to members of your community. MedlinePlus the premiere health and wellness resource produced by the National Institutes of Health (NIH), NLM will often promote NHO's on the main page. NHOs are not just about advertising the observance, but also about educating communities about the effects of the various health conditions being featured.

You now have a toolkit of resources that you can use at your institution to help improve awareness and promote health issues in your community. Use the links below to begin using the freely available and reliable resources today.

URL for National Health Observance Slideshow

National Cheerleader Safety Month

Participating in sports and extracurricular activities can be fun, but it can also be dangerous if you are not careful. You can help prevent injuries by

- Getting a physical to make sure you are healthy before you start playing your sport
- Wearing the right shoes, gear, and equipment
- Drinking lots of water
- Warming up and stretching



For more information visit Medlineplus.gov:

https://www.nlm.nih.gov/medlineplus/sportssafety.html

Health Outreach and Programming

Home

Planning and Evaluation Tools

Creative Tools

NIH and National Health Campaigns

National Health Observances

Health and Science Games

Health Campaigns

Sponsored by Government and other reliable agencies.

We Can! Ways to Enhance Children's Activity & Nutrition (NHLBI, NHDDKD, NICHHD, & NCI)

We Can! (Ways to Enhance Children's Activity & Nutrition) is a national movement designed to give parents, caregivers, and entire communities a way to help children 8 to 13 years old stay at a healthy weight.

Let's Move! America's Move to Raise a Healthier Generation of Kids (First Lady Michelle Obama)

Let's Move! is a comprehensive initiative, launched by the First Lady, dedicated to solving the problem of obesity within a generation, so that children born today will grow up healthier and able to pursue their dreams. Sure, this is an ambitious goal.

Media-Smart Youth (NICHHD)

Media-Smart Youth: Eat, Think, and Be Active!® is an interactive after-school education program for youth ages 11 to 13. The curriculum combines media literacy and youth development principles and practices with up-to-date research findings and federal recommendations about nutrition and physical activity.

It's a Noisy Planet (NIDCD)

This national public education campaign is designed to increase awareness among parents of children ages 8 to 12 about the causes and prevention of noise-induced hearing loss (NIHL). The National Institute on Deafness and Other Communication Disorders (NIDCD) sponsors It's a Noisy Planet. Protect Their Hearing.

PEERx Campaign (NIDA)

Through the PEERx initiative, NIDA is reaching out to help stop prescription drug abuse among teens. PEERx offers a variety of free resources, including the Choose Your Path interactive videos that allow teens to assume the role of the main character and make decisions about whether to abuse prescription drugs.

Mouth Healthy Kids (American Dental Association)

Brought to you by the American Dental Association, get advice for parents, fun and educational dental health activities for children, videos and more.

URL to Health Campaigns (MAR Health Outreach and Programming Resource Guide)

'Engage for Health': A Patient Communication Program

About 'Engage for Health'

Materials for Distribution

Questions? Contact:



Lydia Collins
Consumer Health Coordinator
(412) 624-1411
lydia@pitt.edu⊠

Findings from the 'Engage for Health' Pilot Project (2017 Report)

'Engage for Health': A

Partnership for Improved

Patient-Doctor

Communication (MLA

2017 Presentation-PPT)

'Engage for Health': A

Partnership for Improved

Patient-Doctor

Communication (MLA

2017 Presentation-PDF)

About Engage for Health

The Hospital & Healthsystem
Association of Pennsylvania
(HAP) and its Pennsylvania
Hospital Engagement Network
(PA-HEN) developed 'Engage for Health', a series of tools to conduct a community education program on taking an active role in your health care. In 2016 the



Pennsylvania Library Association (PaLA) and the National Network of Libraries of Medicine, Middle Atlantic Region (NNLM MAR) partnered with HAP, the NNLM Evaluation Office (NEO) and the Agency for Healthcare Research and Quality (AHRQ) to update the program and pilot it in 16 libraries across PA.

The 'Engage for Health' program is now available for libraries, community and faith based agencies and health care providers to offer in their communities. If you are interested in offering this program, please feel free to use the materials located on this page and contact NNLM MAR for assistance.

We encourage you to offer this program, use the evaluation materials (and send them to us) as well as let us know about the success of your 'Engage for Health' program.

AHRQ published a case study on the 'Engage for Health' program and the pilot project in PA, read the entire <u>case study</u> here.

'Engage for Health' Program Materials

All of the materials you need to offer the 'Engage for Health' program are freely available. The toolkit includes the presentation slides, speaker notes, role play exercise, pre-post evaluation form (and instructions to send MAR the completed forms), promotional poster and logo.

- Engage for Health
 Presentation Slides
- Engage for Health Speaker Notes for Presentation
 Slides
- Engage for Health Role Play
- Engage for Health Pre-Post
 Evaluation Instructions
- Engage for Health Pre-Post
 Evaluation Form
- Engage for Health Promotional Poster

Building a Culture of Health, County by County

HEALTH RANKINGS

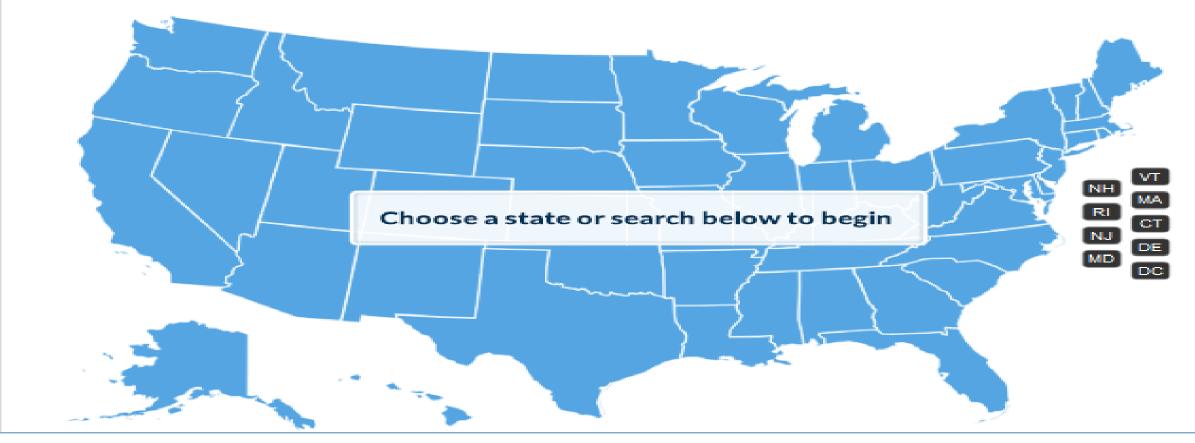
ROADMAPS TO HEALTH

RESOURCES

 \sim

MORE

HOW HEALTHY IS YOUR COMMUNITY?



URL for County Health Rankings & Roadmaps (Robert Wood Johnson Foundation)

NNLM FUNDING

NNLM MAR FUNDING

Currently Open

- Exhibitor
- Health Information Awareness
- Professional Development
- Regional Symposium Award

Currently Closed

- Clinical and Public Health Outreach
- Emergency Preparedness
- Health Literacy
- Health Sciences Library
- Outreach to Consumers



URL to **NNLM MAR** Funding

Shows Value

HEALTH OUTREACH @YOUR LIBRARY/ORGANIZATION

Enhances Image

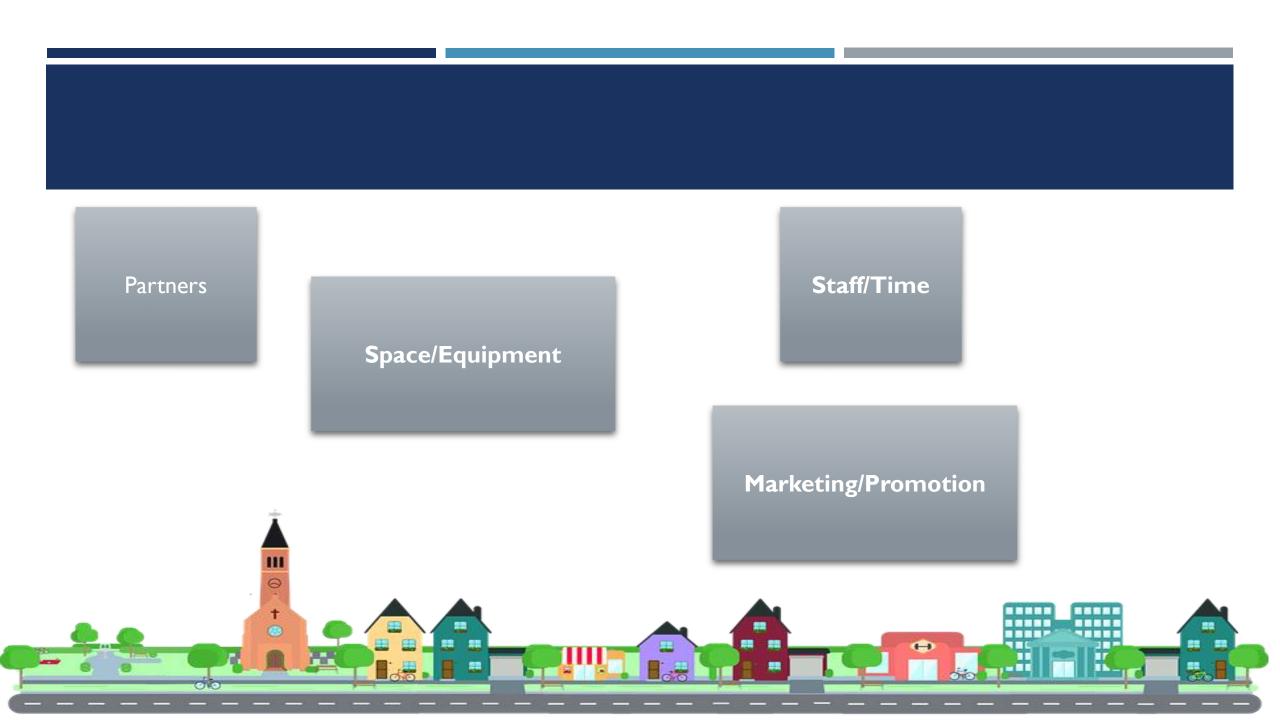
Maintain Relevance

Increase Visibility

Stay Current







LOCATE PARTNERS







NNLM NEO PUBLICATIONS

Booklet 1: Getting Started With Community-Based Outreach

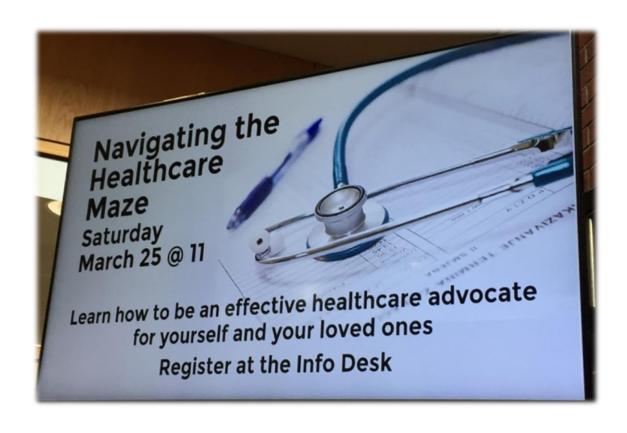
Booklet 2: Planning Outcomes-Based Outreach Projects

Booklet 3: Collecting and Analyzing Evaluation Data

Measuring the Difference: Guide to Planning and Evaluating Health Information Outreach



ALBANY MEDICAL COLLEGE: OUTREACH TO CONSUMERS TO IMPROVE HEALTH LITERACY



Ideal Partners: Academic Libraries, Public Libraries

Through interactive training workshops, AMC librarians assist a diverse group of community members in learning about their health conditions, understanding how to research health information using NLM and other internet resources, and learning how to prepare for a medical appointment including compiling a list of questions for their health care provider.

FREE LIBRARY OF PHILADELPHIA: HARNESSING THE POWER OF PUBLIC LIBRARY AND OTHER STAFF TO IMPROVE POPULATION HEALTH



Ideal Partners: Academic Libraries, Academic Departments, Public Libraries

This four-module pilot curriculum provides the necessary tools for library staff to recognize the health and social challenges facing their most vulnerable patrons, engage with those patrons, and subsequently refer them to appropriate community-based resources.

CLINTON-ESSEX-FRANKLIN LIBRARY SYSTEM: EMERGENCY PREPAREDNESS FOR LIBRARIES AND COMMUNITIES IN CLINTON, ESSEX, AND FRANKLIN COUNTIES



Ideal Partners: Public Libraries, First Responders, Emergency Planners

CEFLS libraries developed an emergency plan and educated area communities on emergency preparedness resources.

CENTRAL NEW YORK LIBRARY RESOURCES COUNCIL: THE HEALTHY PET PROJECT



Ideal Partners: Area Professional Organizations, Veterinary Clinics, Academic Libraries, Public Libraries

The Healthy Pet Project (HPP) is a wonderful opportunity to educate community participants in the skills needed to promote healthier lifestyles for their pets, themselves, and in the differences and similarities between pet and human health concerns using a resource like MedlinePlus.

LAUREL PUBLIC LIBRARY: COOKING GOOD HEALTH AND HAPPINESS





Ideal Partners: Public Libraries, Academic Libraries, Community Centers

This interactive program introduces older adults to healthy cooking techniques and free online health information resources.

DISASTER RECOVERY FOR DELAWARE: EXPLORING POTENTIAL PARTNERSHIPS AMONG EMERGENCY PLANNERS, FIRST RESPONDERS, LIBRARIANS AND OTHERS



Ideal Partners: Libraries, First Responders, Emergency Planners, Public Health Officials

The goal for the project was to increase disaster preparedness levels for Delaware libraries by enabling them to create partnerships with community emergency managers and to acquaint librarians and emergency managers with the roles libraries and librarians can play in assisting a community to recover from disaster.

HEALTHY COMMUNITIES ACTIVITY

ACTIVITY/DISCUSSION

BENEFITS OF NNLM MEMBERSHIP

Training and Educational Opportunities

Networking Opportunities

Funding Opportunities



Order Free Educational & Print Materials

Network Members from the Middle Atlantic Region (Pennsylvania, Delaware, New York and New Jersey) can use the form below to order free educational and print materials from NNLM.

If you are located in another part of the United States, find your region to view materials that are available to you.

NOTE: Maximum order quantity per item: 50.

Availability of items is subject to supplies on hand.

Quantity represents single items.

IN THIS SECTION

Overview

Class Descriptions

Training Schedule

Past Presentations

Educational & Print Materials

Other Free Materials

Resource Guides +

QUESTIONS/COMMENTS



CONTACT NNLM MAR

Web site: http://nnlm.gov/mar

Phone: 1.412.648.2065

Serving Delaware, New Jersey, New York and Pennsylvania

For questions regarding the content of this presentation or to request training please contact:

Lydia N. Collins, Consumer Health Coordinator, lydia@pitt.edu
Elaina Vitale, Academic Coordinator, ejv@pitt.edu

